

# Heritage Tourist Movement & Their Behaviors in World Heritage of Melaka

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## ABSTRACT

Historic city offer tourists a mixture of cultural heritage attraction and leisure activities in a unique setting. However, there are less research was conducted to look at spatial movement of tourist in historic city especially in context of Malaysia. Previous study by Lew and McKercher, 2006 already discuss about modeling of tourist movement within a destination based on theory. Hence, the study will test the ideas on the dimension of tourist movement, including the potential of using GPS tracking device in order to obtain more accurate and precise data. There are two main objectives for this research: to determine the spatial movement pattern of tourist in historic city; and to investigate the factor that influence tourist movement in historic city. Hence, by understanding the movement of tourists within a destination can help to improve tourism destination management, product development and attraction marketing.

**Keywords:** *Historic city, spatial movement of tourist, GPS tracking technology*

## 1. INTRODUCTION

Limited research addressing the movement and behavior of tourists in historic city potentially leads the understanding of urban function towards "heterogeneity" and "multifunctionality". In order to maintain and ensuring long-term success as an attractive destination for tourists as well as for local population, tourists movement and behavior is mostly likely an important element to be fully understood by planner and decision. Hence, the systematic study on tourist movement in the historic city is needed.

In last few decades, inter destination movement pattern have been studied by a number of researchers (Ming and McHugh, 1992; Lue *et al.* 1993; Opperman 1995; Flognfeldt, 1999; Lew and McKercher, 2006; Lau and McKercher, 2008). However limited study was conducted in historic city. Thus, this paper will discuss

previous study about tourist movement pattern and their behavior. Then, methodology also will be discuss to know how the study will be carried out.

## 2.0 BACKGROUND

Motivation are the basic knowledge about a particular traveling behavior and play an important role in understanding the decision making process of people (Snepenger *et al.* 2006). Thus, by understanding tourist movement pattern and behavior within a destination will lead to understanding factor influence tourists movement. The time-space data are information that is very suitable to determine actual behavior of tourist (Shoval and Isaacson, 2010). Various traditional methods were use in collecting information of tourists, but there are problems relating to the level of accuracy and the validity of data collected. Time space diary was common method for collecting data on tourist movement and it need the subjects are actively involved in the whole entire experiment (Thornton *et al.* 1997). Thus, if the subjects fail to record their activity, the data obtained are contestable.

Nowadays, the Global Positioning System (GPS) offer researcher the opportunity to track the movement for short periods of time with more accurate data collection. Hence, the advance tracking technologies will be use to deepening the understanding of the spatial behavior of tourist within a destination, thus it can help decision maker contribute to greater academic knowledge about the policy making, planning and management of tourism destination.

## 2.1 TOURIST MOTIVATION

Romando (2008) has defined motivation as an "internal drive" that moves behavior to act and gives direction to behavior. Other than that, motivation in a tourism context answer the question of what factors influence a tourist want to travel. The answer will represent main factor that stimulates tourist to purchase a tourism destination.

“Push and pull” motivation is one of motivation model that can be adapt in tourism context. These motivation differentiate factors of traveling into 2 categories which are push factor (internal forces) and pull factor (external forces). Firstly is push motivation. Push motivation can be explain by desire for escape, rest and relaxation, health and fitness, family togetherness, adventure and other by tourists. While, pull motivation is determine by destination’s attraction, like traditional culture, beautify beaches, national museums and other. Hence, the decision making of traveling are pushed by motivation of tourists and pulled by destination characteristics.

So, by understanding tourist motivation theory it can help tourism organizations and companies understand what type of needs tourists have in order satisfy their needs. Then, it also can help us understand tourist behavior during their visitation, thus, we can plan how to meet their expectation and needs.

## 2.2 TOURIST BEHAVIOR

Tourist movement patterns can be affected by many factors. In order to understand formation and shaping of tourist movement pattern, in-depth study on the factor that influence decision make by tourist in a destination are needed (Lau & McKercher, 2006). Based on literature, the variables that are important in relation to the spatial movement pattern of independent tourist can be divided into three which are: specific characteristic of tourist, physical character information factor.

Demographic profile, time budget, motive of visitation, intended activities, types of tourist and socio economic are example of tourist character that will influence decision making in selecting the destination. Individual's fitness level will influence tourist behavior. A younger tourist with high fitness level and more energy will seeking for more energetic activities compare to older tourist which are prefer sedentary activity (Lew and McKercher, 2006). Then, income variable do not give strong impact towards spatial movement of tourist (Shoval & Isaacson, 2010). Tourist with high income will have more money to engage in many activities and it will make tourist movement pattern are more dispersed pattern. Previous research that study relationship between education and the spatial movement pattern found that educated people show a greater tendency to visit museums, cultural events and heritage monument (Boudieu & Darbel, 1991 in Shoval & Isaacson, 2010). Gender variable also shown a different in spatial activity regarding leisure activities (Scranton & Watson, 1998). But, there is not much different between men and women in displaying their movement pattern. Only the times spent by women are basically more compare to men in commercial area.

Tourist time budget during visitation is one of the important variable that will influence tourist behavior because it will influence how deeply tourists can explore the destination and expand or less number of potential places visit (Pearce, 1988). Usually, scheduling of time and period of stay of tourist are the major elements

affecting spatial movement pattern (Lau & McKercher, 2006). Pearce (1995) identify the variation of tourist movement pattern day by day where, the longer the tourists stay, the more exploring activities they will participate in.

Motives of visitation are one of parameter that influence spatial activity of tourists where individual tourist will travel based on their own benefit (Lue *et al.* 1993). For example, tourists who travel for business or to visit friends are less visit tourist site where basically this place is for sightseeing and touring purposes. Lau & McKercher (2008) identify motives of visit can be categories into 5 group which are fun and discovery, familiar holiday makers, short break escape, aspirational stopover and taste of china. Personality of tourist will influence the choice of tourism destination (Plog, 1987). Tourist interest will make them to engage in the activity that they want. Hence, independent traveler with multiple purposes will normally spend more time to visit more destinations and a more dispersed movement pattern will be expected in order to achieved goal satisfaction (Tideswell & Faulkner, 1999).

Combination of past travel experience and knowledge information about a tourism destination will make tourist familiar to the destination (Tideswell & Faulkner, 1999). Many research have study the behavior between first time visitor and repeat visitor in order to make a decision for selecting a destination (Lau and McKercher, 2006). Work by Lau and McKercher (2006) found there is a different between first time and repeat visitor on the first day of travelling. On the first day of travelling, usually repeat visitor shows a more diverse movement pattern, while first visitor show more confined movement pattern.

Next, knowledge about destination is important variable that influence tourists movement (Lew & McKercher, 2006). Normally, searching for information and type of information needs that people have a variable and usually incomplete (Stewart & Vogt, 1999). Thus, it is difficult for tourist to understand destination and select what activities to pursue. So, guidance from friend, relatives or local peoples about destination will have a great influence toward spatial activity of tourist (Seaton & Bennett, 1996).

Lastly, accommodations in a destination will be use by tourist as shelter places and as such imaginary landmark from which most tourism activity emanates in a destination (Jansen-Verbeke, 1986). Normally, tourist start their journey by leaving hotel and finish their visitation by went back to hotel to rest or sleep. Previous study has examined the importance of location in selection of accommodation for tourists, especially in urban area (Urtasun & Gutierrez, 2006; McKercher *et al.* 2011). Research conducted by McKercher *et al.* (2011) cited location of hotel within a destination is important and it acts as a critical factor that will influence the movement pattern of tourist within a destination. The study concluded, large number of tourists time budget spent their time in the immediate vicinity of the accommodation. Thus, the identification

of variables that will influence the tourist's movement enables the elaboration of a tourist behavior based on the spatial activities of tourists.

### 2.3 TOURIST MOVEMENT PATTERN

Tourists movement pattern are influenced by the behavior of tourists. Many scholars study about tourist movement pattern were conducted in various locations (Ming and McHugh, 1992; Lue *et al.* 1993; Opperman 1995; Flognfeldt, 1999; Lew and McKercher, 2006; Lau and McKercher, 2008). Work by Ming and Mc Hugh (1992) that investigate the spatial patterns of domestic tourists in Yellowstone Natural Park in United State come out with 4 movement pattern which are "direct route", "partial orbit", "full orbit", and "Fly drive" pattern. Next, Lue et al. (1993) was study about movement pattern of recreational and vacation travel in Norway and come out with 5 different pattern which are "single destination", "en route", "base camp", "regional tour" and "trip chained". The only research that study movement pattern in Malaysia was done by Opperman in 1995. Opperman (1995) investigate the macro international travel itineraries in Malaysia. The survey was done at the airport and two new patterns were identified which are "open-jaw loop" and "multiple-destination areas loop". Next, Flognfeldt (1999) identified four types of movement patterns taken by Norwegians in Southern Norway which are "Day trips", "Resort trips", "Base holiday trips" and "Round trip". In 2006, there is one paper that discuss about modelling tourist movement pattern based on theory. Lew and McKercher (2006) was use inductive approach based on urban transportation modelling and tourists behaviour to categories the movement of tourists. The result shows two dimensions of movement patterns which are territoriality and linearity. Linearity model concluded that movement pattern can be categories into 3 which are "point to point", "circular" and "complex pattern". While for the territoriality was divided into 4 categories which are no movement, convenience based movement, concentric exploration and unrestricted destination wide movement. Research by Lau and McKercher (2008) is about tourist movement patterns within a destination in a Hong Kong urban destination. The researchers have come out with 11 travel itineraries.

Based on literature review, previous research about 41 movement pattern was found but it can be categories into 4 broad theme of movement pattern which are no movement, single movement, multiple movement and complex movement. However, the research will only use the study of Lew and McKercher 2006 about modeling or tourist movement as to test the ideas about spatial activity of tourists.

### 3.0 METHODOLOGY

#### 3.1 TARGET POPULATION & SAMPLING

The population for this study is the tourist that visit World Heritage site which is in Melaka. Since there are many types of tourists, the study are applied the cluster

random sampling whereby the independent tourist as target populations. This is because; the itineraries of independent tourists are distinguished from organized groups. Usually, itinerary for organized tourist are designed by a tour operator or travel agent. But, itineraries for individual tourist are based on tourist decision (Shoval and Issacson, 2010). Thus, the different between organized and individual tourists will form different movement pattern, where basically the itineraries for individual tourist are based on their decision. In 2012, the number of tourist that come to visit Melaka was 13,711,134 people. Due to limitation of time, the study will only use 400 respondents to track their movement based on simplified formula for proportions that was developed by Yamane (1967). Below are the calculation to get the sample size for the study.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{13,711,134}{1 + 13,711,134(0.05)^2}$$

$$n = 399.98$$

$$n = 400 \text{ respondents}$$

### 3.2 STUDY AREA

The study will conducted in World Heritage Site of Melaka. It is divided into three different zone which are main zone, buffer zone and heritage village. Hence, this research will track tourists movement in this area where it is a main tourism destination in Melaka.

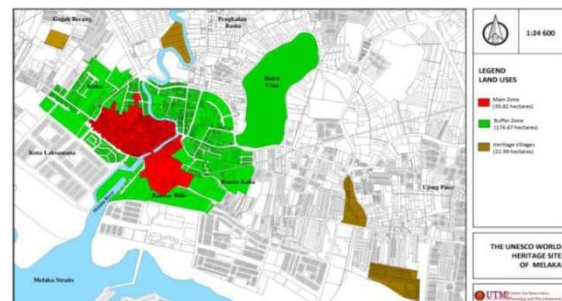


Figure 1: The UNESCO World Heritage Site of Melaka

### 3.3 DATA COLLECTION PROCEDURE

The best way to track the movement pattern of tourists within destination is by analyse daily movement (Lau and McKercher, 2008). The study involves 3 stage data collection process, which is arrival interview, completion of tracking tourist by using GPS and a post-departure survey. Only a few hotel that give permission to the researcher to handle the study in their hotel only will be selected as meeting point between respondent and researcher. In the first stage, the researcher will approach the respondent by asking whether they would like to participate or not. The respondent that willing to join the research will need to answer questionnaire which are about trip profile, motivations, planned activities and basic demographic details. Next, the instruction to use GPS device will be given to the respondent so the respondent will know how to use the

devices. In the second stage, the GPS tracking device will track the spatial movement of tourist during their visitation. For the last stage, the GPS device will be collect ,then the respondent will be interview for more detailed information on their behaviour, place visited and their journey.

### 3.4 Analysis of Data

The researcher analyzed the data using the Statistical Package for Social Science (SPSS). This program helps to facilitate data clearing and checking for logical inconsistencies. All the questionnaire that already answer by tourist will be coding using SPSS.

Then, the data of spatial movement pattern that get from GPS device will be analyses by using geographical information system (GIS). Data will be coded into excel spreadsheet and transformed into GIS format, with exact coordinates of attraction digitized on maps as point and transit routes between attraction as connecting point.

Lastly, the data from in-depth interview that conducted after tourist back from their journey will be analyzed in order to support their behavior during their visitation. Then, the result about factor that influences movement of tourist will be listed. A summary of results will be prepared and followed by analysis and results.

### 4.0 CONCLUSION

The study that will conducted will look at heritage tourist movement within a destination. The study also believe that using GPS could help to improve traditional method to track tourists and get more accurate data. Then, GIS will be use as spatial analysis tools to mapping the tourist movement. The result will show a variety of tourist movement pattern and explanations about their behavior during visitation. Hence, the study will contribute to destination management activities such as planning, tour product development, transport, attraction planning and accommodation development. Other than that, the finding also will assist tourism planner, decision maker and other in identifying shortcoming in policy and interventions, which in turn will help to formulate the appropriate interventions.

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